

EXHIBIT A

Good Housekeeping, published by Hearst Magazines, is a leading lifestyle magazine providing readers genius innovations, delicious ideas, style-savvy trends, compelling news and best-in-class products for their homes, families and themselves. The Good Housekeeping Seal and the Green Good Housekeeping Seal are among the most recognized and trusted consumer icons in the world today.

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SEGMENTS		COUNTS THROUGH 04/06/2021
1,715,229	TOTAL UNIVERSE / BASE RATE	\$115.00/M
1,715,229	ACTIVE U.S. SUBSCRIBERS	\$115.00/M
50,327	MAR'21 SUBSCRIBERS	+ \$17.00/M
663,216	3 MONTH SUBSCRIBERS	+ \$14.00/M
828,701	6 MONTH SUBSCRIBERS	+ \$12.00/M
697,231	12 MONTH EXPIRES	\$60.00/M
95,311	CHANGE OF ADDRESS	+ \$13.00/M
34,912	CANADIAN SUBSCRIBERS	\$130.00/M
1,364,102	E-MAIL ADDRESSES	
	FACEBOOK AUDIENCES	\$25.00/M
	CATALOG/MERCHANDISE RATE	\$80.00/M
	CHARITABLE FUNDRAISING	\$80.00/M

DESCRIPTION

Good Housekeeping, published by Hearst Magazines, is a leading lifestyle magazine providing readers genius innovations, delicious ideas, style-savvy trends, compelling news and best-in-class products for their homes, families and themselves. The Good Housekeeping Seal and the Green Good Housekeeping Seal are among the most recognized and trusted consumer icons in the world today.

Subscribers are on-the-go, family-oriented women whose homes are the launchpad of their lives. It is the place where they get ready to face the world, entertain their friends, take care of their families, relax and pamper themselves, and express their creativity and personalities.

They are looking for the best in food, home, beauty, fitness, and health to enhance their lives.

***** Fast Facts *****

Median Age.....

58.5

Age 18-34.....

11.4%

Age 25-49.....

28.9%

Age 25-54.....

38.4%

Age 35-54.....

30.2%

Age 55+.....

58.4%

Median HHI.....

\$65,572

HHI \$75,000+.....

44.1%

HHI \$100,000+.....

30.7%

Married.....

57.4%

Children in Household.....

30.9%

Attended/Graduated College+.....

59.3%

Employed.....

48.2%

ORDERING INSTRUCTIONS

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7,500 NAME MINIMUM ORDER \$0.00 MINIMUM PAYMENT

85% NET NAME AVAILABLE ON ORDERS OF 50,000 OR MORE (\$10.00/M RUN CHARGE)

EXCHANGE IS AVAILABLE

REUSE IS AVAILABLE

POPULARITY:

100

MARKET: CONSUMER

CHANNELS:

SOURCE: DIRECT MAIL SOLD

PRIVACY: UNKNOWN

DMA?: YES - MEMBER

STATUS: STANDARD PROVIDER

GEO: USA

GENDER: 75% FEMALE 9% MALE

SELECTS

1 MONTH HOTLINE

\$17.00/M

3 MONTH HOTLINE

\$14.00/M

3RD PARTY BLOW IN

\$10.00/M

6 MONTH HOTLINE

\$12.00/M

ADULT AGE

\$16.00/M

AREA OF INTEREST

\$16.00/M

CHARITABLE DONORS

\$16.00/M

COA

\$13.00/M

ETHNIC/ETHNICITY

\$16.00/M

GENDER/SEX

\$9.00/M

GEO SET UP

\$75.00/F

GEO/GEOGRAPHICAL

\$9.00/M

GIFT GIVERS

\$16.00/M

INCOME SELECT

\$16.00/M

NEW TO FILE

\$16.00/M

NON RECIPROCAL

\$10.00/M

PAID

\$12.00/M

POC

\$16.00/M

POLITICAL PARTY

\$20.00/M

RELIGION

\$16.00/M

RENEWALS

\$16.00/M

SOURCE

\$12.00/M

ZIP SET-UP FEE

\$75.00/F

ADDRESSING

KEY CODING

\$2.00/M

BUSINESS ADDRESS

\$11.00/M

EMAIL

\$75.00/F

FTP

\$75.00/F

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